LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Merit Smashes Taste Barrier.

—National Smoker Study

Majority of smokers confirm 'Enriched Flavor' cigarette matches taste of leading high tar brands.

Read what smokers had to say about MERIT in a recent nationwide survey.

Confirmed: Majority of smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

Confirmed: Majority of smokers confirm taste satisfaction of low tar MERIT.

And in research conducted among current MERIT smokers:

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed.

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it is what it claims to be: The first real alternative to high tar smoking.

© Philip Morris Inc. 1979

Kings: 8 mg "tar," 0.6 mg nicotine—
100's: 11 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Kings & 100's

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Source: https://www.industrydocuments.ucsf.edu/docs/gzxx0001

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